

A Few Pointers

on

CARTER'S

FOUNTAIN PENS AND
MECHANICAL PENCILS



Issued By

The Service Department

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THE CARTER'S INK COMPANY
CAMBRIDGE, MASSACHUSETTS

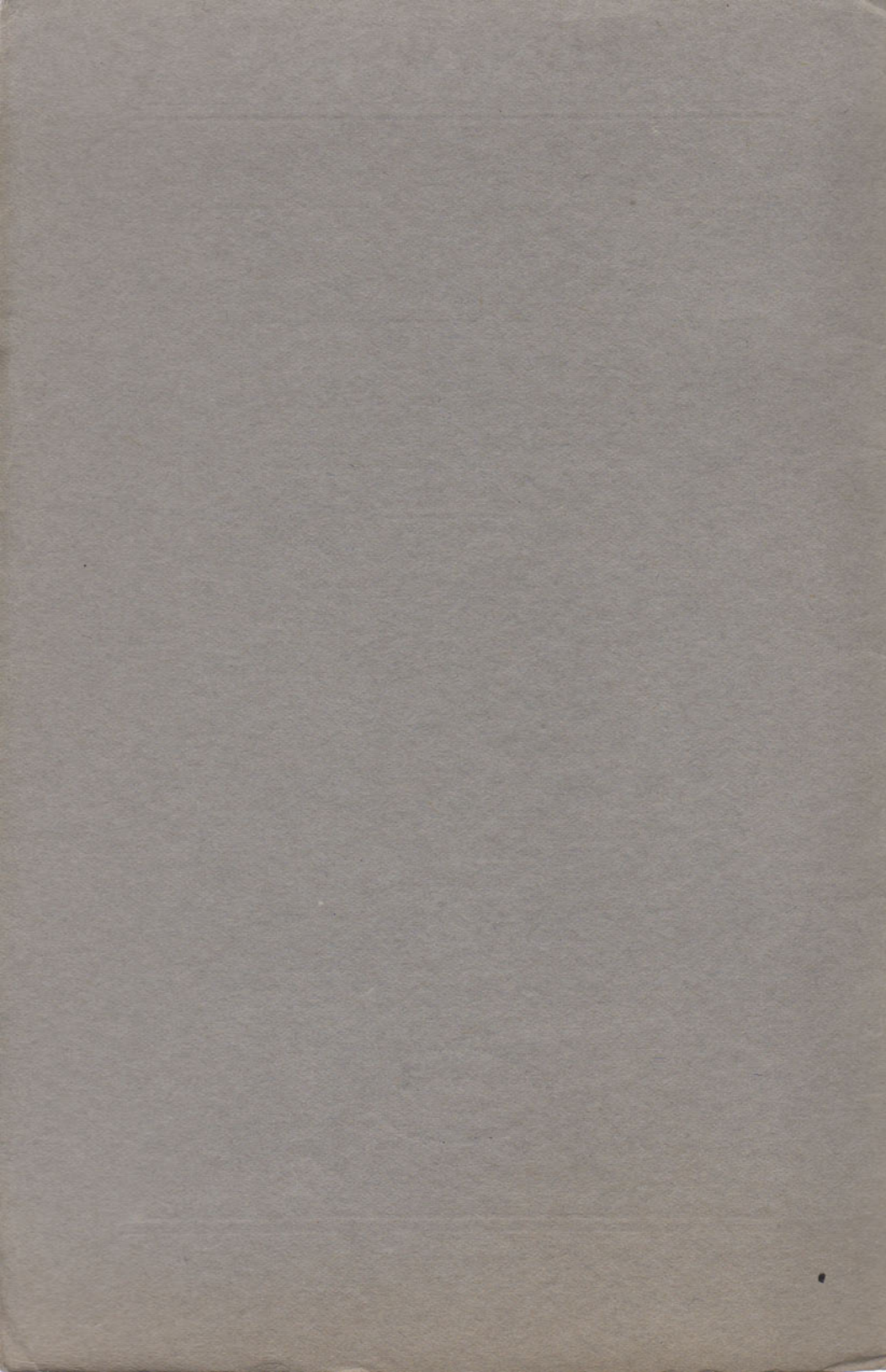


BOSTON

CHICAGO

NEW YORK

MONTREAL



A Few Pointers on

CARTER'S FOUNTAIN PENS AND MECHANICAL PENCILS

WHY DRUG WHOLESALERS PUSH THE CARTER LINE

The Carter jobbing policy protects the wholesaler. The wholesaler has a liberal discount which enables him to better any terms given in his territory by The Carter's Ink Company, or by any other high grade manufacturer who may sell direct. This keeps the retail drug business in his own hands.

Beside this, the Company offers a thorough-going sales promotion service through advertising matter, sales helps, show cases, etc., that helps both the wholesaler and the retailer to merchandise the Carter line. This service is organized and carried on with the interests of the drug wholesaler and the drug wholesaler's salesmen in mind.

The Drug Wholesaler's salesman has a better chance to roll up profit for his employer and for himself on Carter's Fountain Pens and Mechanical Pencils than on any other line manufactured.

THE LINE ITSELF

A policy that is right for the wholesaler is good *if* the product is also right. Carter's Pens and Mechanical Pencils are manufactured not only on a quality basis of "second to none" but under the slogan "Nothing so good that it can't be better."

The good name and position of leadership of The Carter's Ink Company in the fountain pen ink field must be maintained with fountain pens and mechanical pencils. "Carter's" is more than a name. It is a tradition and a reputation.

It was inevitable that The Carter's Ink Company should make a fountain pen. It is just as certain that "Carter quality" will govern the output in this new field.

A Few Pointers on
CARTER'S
FOUNTAIN PENS
AND
MECHANICAL PENCILS

ON the following pages
of this booklet are a
few of the facts that will
help in the sale of the
CARTER'S Fountain Pen
and Mechanical Pencil.

CARTER'S PENS AND PENCILS

A COMPLETE LINE

The Carter's Ink Company has avoided the common mistake of making a line so "long" that the cumbersome detail of many numbers, seldom if ever called for, becomes a burden to every salesman and merchant.

In the interest of better quality, simplicity in stock carried and in selling, and of general efficiency, the line has been deliberately made short. Nevertheless, it completely covers the needs of all pen users, and in ninety-five out of one hundred specific cases, the whimsical desires of the most exacting.

The Carter line is complete. It is standard. It avoids fantastic designs and mechanism and substitutes efficiency and serviceability for the frills and freaks of pen manufacture. No salesman will be handicapped in competition with other lines that may carry several times as many numbers: and the salesman with the Carter line has the advantage in simplicity for himself and his customer.

PEN POINT CLASSIFICATION

The Carter Pen is regularly equipped with two styles of nibs.

1. FLEXIBLE FINE AND FLEXIBLE MEDIUM. An easy writing free action point, beautifully smooth, wear resisting and of beautiful design.
2. STIFF FINE AND STIFF MEDIUM. A stiff hard point that will bear a heavy hand and can be used for manifolding. It is a smooth writer and has a delightful flow.

We recommend the flexible—called INX nib—but stand behind the stiff—called SUPERWEAR—where a heavy pen is desired. Both nibs are guaranteed.

SALES HELPS FOR YOUR CUSTOMERS

The Carter's Ink Company stands back of every pen and pencil. It also stands back of every customer who buys pens and pencils to distribute. The interest of The Carter's Ink Company in the Carter Pen and the Carter Mechanical Pencils remains until those items move from the counter of the retailer.

You may expect from us the usual forms of assistance which you get from fountain pen manufacturers. These will change from time to time as conditions warrant and the company always reserves the right to offer particular forms of service and to withhold those that do not seem to be practicable from the standpoint of dealer or manufacturer.

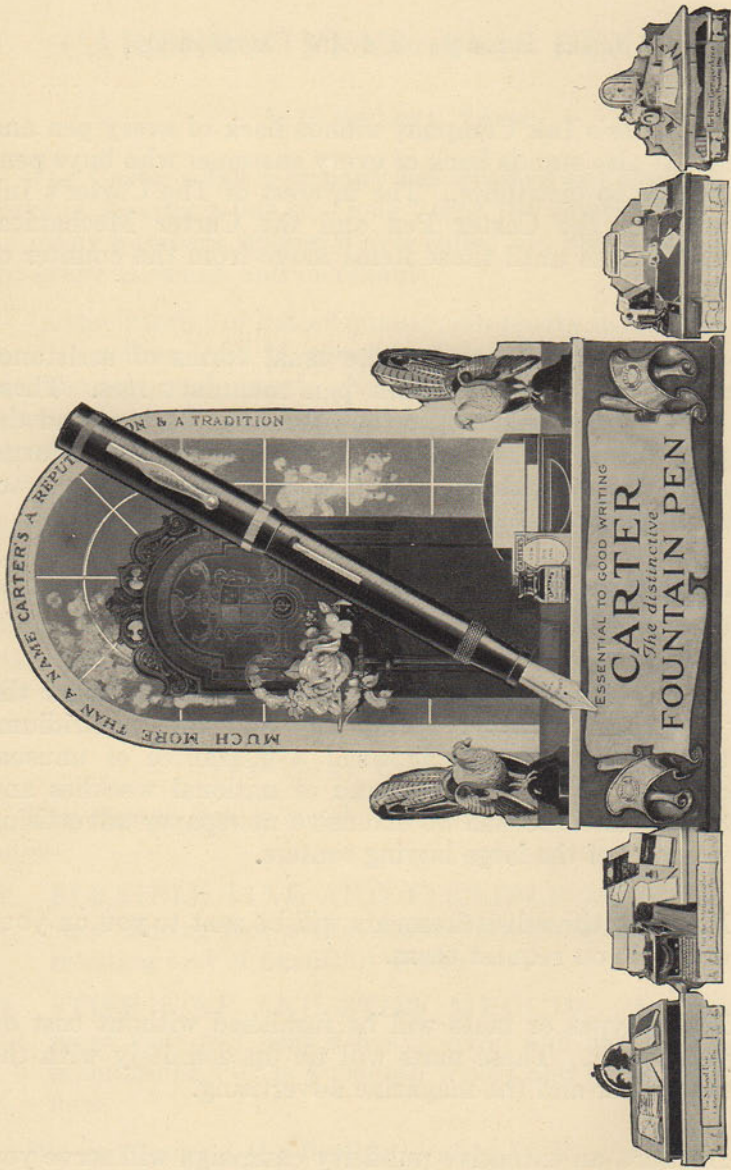
Among those forms of sales helps which you are assured for the year 1927 are the following:

1. An advertising campaign to bring out in particular the "one-hand" Rocker spring clip and the Osmiridium-tipped nib, which is in itself a guarantee of unusual quality. With a background of national weeklies and monthlies there will be extensive newspaper advertising in many of the large buying centers.

Proofs of the advertisements will be sent to you on your order if you request them.

Electrotypes or mats will be furnished without cost on your order. These mats will tie up definitely with the newspaper and the magazine advertising.

In short, an extensive publicity campaign will serve you in your merchandising work on Carter Pens and Mechanical Pencils.



P. 30 DISPLAY

2. Special electrotypes for use by dealers in sending out special fliers and stuffers will be sent to those who evidence an appreciation of this type of advertising matter.
3. Printed matter including envelope stuffers and various types of circulars will be sent to those dealers who evidence a capacity to use effectively material of this sort.

In this connection a dealer should send The Carter's Ink Company his letterhead or some other exact evidence of the spelling of his name and the correct address so that the imprinting may be done correctly.

4. In addition to printed matter, etc., one of the most beautiful window trims that has ever been put out by a fountain pen manufacturer will be sent with any order amounting to \$50.00 or more. This window trim includes a large central display with side pieces to hold fountain pens. The side pieces can be used indefinitely to exhibit pens.

P-30 DISPLAY

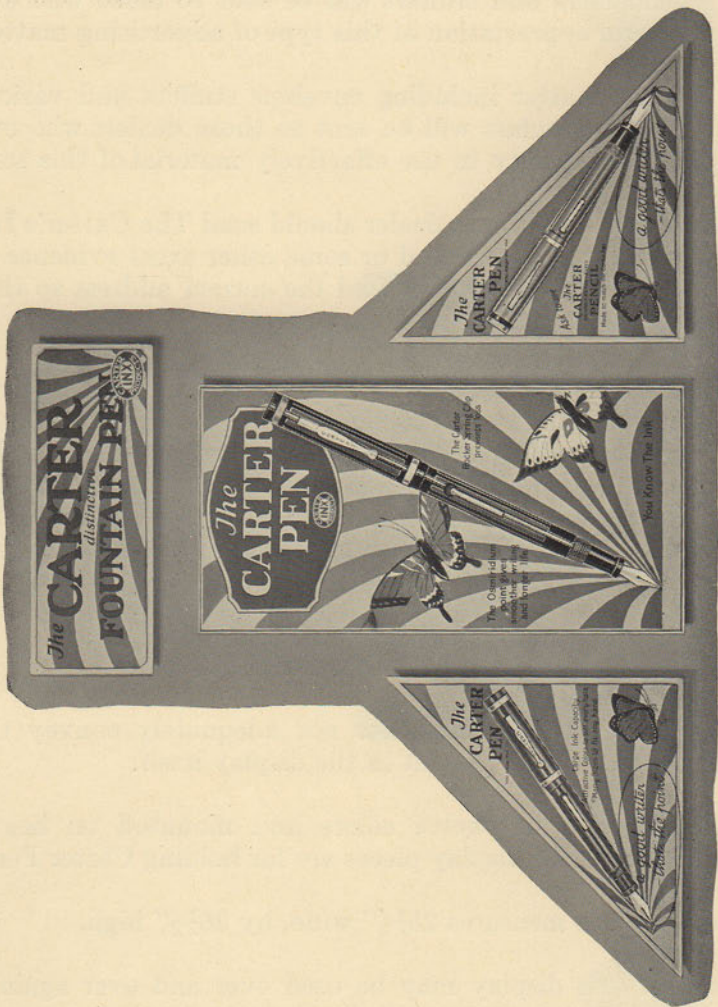
The cut accompanying does not adequately convey the beauty of the colors present in the display itself.

Lithographed in twelve colors and mounted on heavy board. The small display pieces are for holding Carter Pens.

Center piece measures 25½" wide, by 36½" high.

So that this display may be used over and over again a corrugated container is supplied to keep it clean when not in use.

Because of the expensiveness of this display its use is limited to orders of \$50.00 net or more.



P. 32 WINDOW TRIM

Another large and striking window trim is furnished for orders of less than \$50.00. This trim includes a centre panel with an overhead strip and two triangular side wings—four separate pieces and therefore adapted to any size of window.

P-32 WINDOW TRIM

An attractive display for dealers who order a moderate quantity of Carter Pens and Pencils. A striking color combination of yellow, gray, red, and black gives an effective background when used with actual Carter Pens and Pencils.

Center piece 18'' wide, 36'' high, equipped with easel. Side triangles 22'' long, 22'' high, also have easels. Top streamer 9'' high, 24'' long. Center piece and triangles are mounted on 40-point board, and the streamer is unmounted.

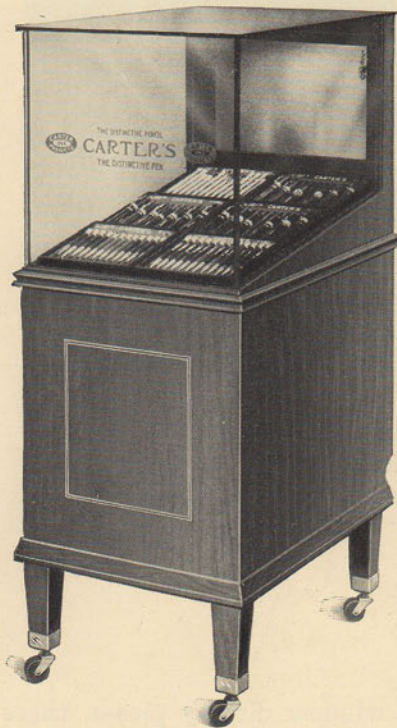
P-32 is for the small store that has a good window and carries a representative assortment of Carter merchandise.

In addition to these large window display pieces, there are counter signs, window cards, etc., which will be sent to dealers who evidence their interest in the line and their ability to use such advertising material effectively.

5. Show cases and trays will be sent the dealer on the following basis.

There are two sizes of floor cases, one holding six dozen pens and one holding twelve dozen pens. These cases are bought by the customer at the cost to us. The six-dozen size sells for \$24.00. The twelve-dozen sells for \$37.00. These prices are f. o. b. show case factory at Rockford, Illinois, and the dealer pays the transportation charges.

FLOOR CASE SPECIFICATIONS



Top, front and ends made of plate glass securely cemented together. Top door, mirror lined with jeweler's drop slide door pattern, fitted with excellent lock and catch. Bottom compartment full height with swing door attached for easy access. Genuine mahogany. Sanitary wood legs fitted with brass ferrules. Trays lined with genuine silk plush.

FLOOR CASES OF 18, 24, 36 AND 48 DOZ. CAPACITIES

If you wish to install new floor cases of these capacities we can offer you the usual high grade equipment at cost price to us.

Write us for prices
and information

6 DOZEN CASE

Length, 31" Width, front and back, 23 $\frac{3}{4}$ "
Height, 42" standard Height, front glass, 16"

While you buy the case, we repay you by sending, without charge, pens (not pencils) of retail value equal to the amount you pay for the case. These pens are of your own selection and are sent to you with your bill for the case.

The minimum quantity purchase required of a dealer to secure the six-dozen case is six dozen pens and pencils (of which four dozen should be pens) and for the twelve-dozen case at least twelve dozen pens and pencils (of which eight dozen should be pens).



12 DOZEN CASE

Length, $69\frac{1}{2}$ "

Height, 42" standard

Width, front and back, $23\frac{3}{4}$ "

Height, front glass, 16"

COUNTER CASES

Two sizes in plate glass with a wooden base for holding one dozen pens and two dozen pens will be loaned to you. These are not sold nor given away.

To secure these glass counter cases you must order two dozen pens and pencils of which one dozen must be pens in order to get the one-dozen case. You must order four dozen pens and pencils of which two dozen must be pens, in order to get the two-dozen case.

Shipment of the plate glass counter cases will be made with charges collect.

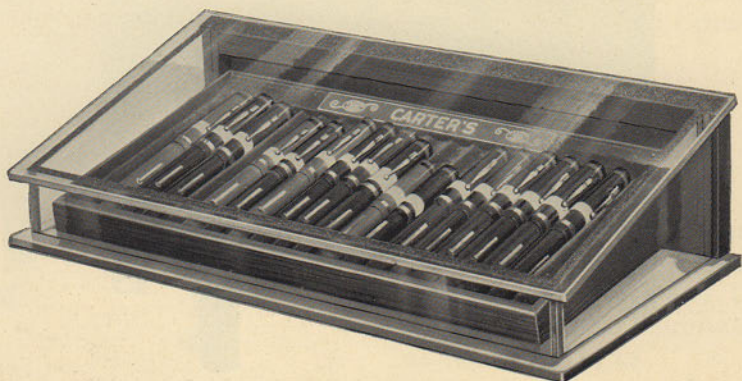
Cases contain one tray to display twelve or twenty-four Carter Pens or Pencils. Plate glass top, bottom, front and ends. Door in back fitted with substantial lock. Trays are removable and finished in mahogany.



1 DOZEN CASE

Length, $8\frac{1}{2}$ "
Height, front, 2"

Width, 8"
Height, back, $3\frac{1}{4}$ "

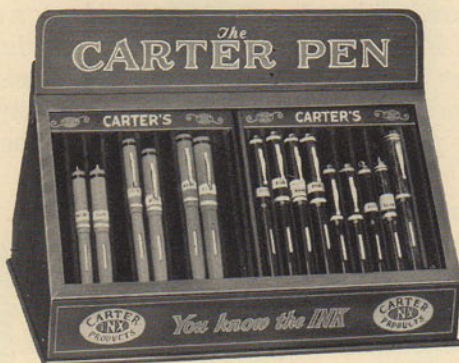


2 DOZEN CASE

Length, $15\frac{1}{2}$ "
Height, front, 2"

Width, $8\frac{1}{2}$ "
Height, back, $4\frac{1}{2}$ "

UPRIGHT COUNTER CASE



TWO DOZEN CASE

Length 15" Width 9" Height 10 $\frac{3}{4}$ "

Here is a sturdy attractive display case made of metal, lithographed with a dull mahogany finish and decorated in red and gold. It is equipped with rubber feet to protect your counter. Spring door in back is supplied with lock and two keys. Plenty of storage space for 2 or 3 dozen pen boxes in back section. Trays are standard and may be transferred to your floor cases anytime.

To obtain this case: order 4 dozen pens and pencils, 2 dozen at least to be pens. Shipping charges collect from Cambridge, Mass.

TRAYS

These important sales helps are given outright and shipped, charges prepaid, at the expense of The Carter's Ink Company.

We want Carter pens in Carter trays in every pen show case in the country.

These trays may be used both in fountain pen show cases and in the dealer's regular show cases where separate fountain pen cases are not used.

These trays are one of the most satisfactory mediums of display for any dealer.



1 DOZEN TRAY

Carter Trays are finished in mahogany, hand rubbed, with green silk plush lining.



2 DOZEN TRAY

WHAT IS A FOUNTAIN PEN?

What goes on inside a fountain pen? Many a salesman has tried to sell a fountain pen without understanding the mechanism. There is no need to go into the mechanical activities and properties of a fountain pen in a complicated way. But the main points illustrated below should be kept clearly in mind.

The container for the ink is commonly a sac. At the end of the passage through which the ink passes from the sac to the pen point, there must be a feed to control the flow of ink. The usual device for refilling the fountain pen is the lever.

The illustration on the next page indicates the location and operation of the various parts of the Carter Pen.

HOW A PEN WORKS

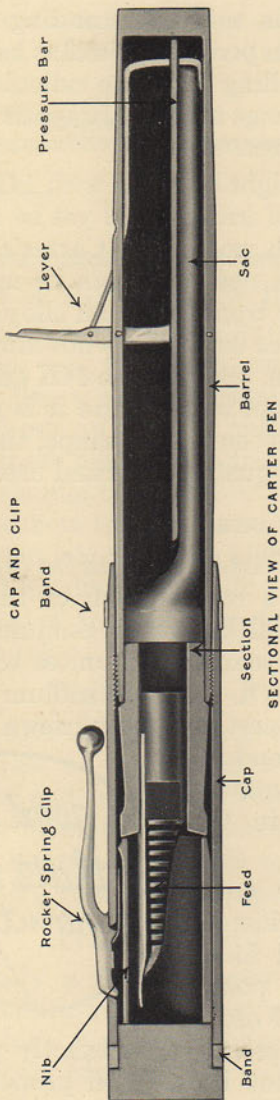
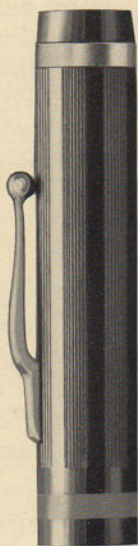
When the lever in a fountain pen is lifted, it of course compresses the rubber sac. This forces both ink and air out of the sac, leaving a vacuum which will of course be filled by fresh ink, when the pressure on the sac is removed.

It is a queer thing that so few people know how to fill a fountain pen. In the first place, the pen should be inserted in the ink clear up to the point of junction with the barrel itself, and the lever raised. Next, after the lever has been pressed down, a sufficient time should be allowed to elapse for the ink to flow into the rubber sac. This means that it is well to count 7 or 8 or allow 7 or 8 seconds for the pen to fill.

When the pen touches the paper, as you begin to write, the law of capillary attraction is set in operation and "pulls" the first drop or particle of ink from the pen point. Once the flow is started, its continuance and control depend on the amount of air admitted.

This in turn depends on the size and scientifically adjusted relationship of various factors such as the channel in the feed, the stiffness of the pen point and the size of the heart or eye. Obviously, a flexible pen which permits a readier flow of ink, is better for the light hand or fast writer.

THE CARTER OSMIRIDIUM POINT PEN



COMB FEED



NIB



SECTION AND SAC



BARREL

THE CARTER PEN POINT

There is considerable misunderstanding on pen points. When you see a fountain pen advertised as having a 14K gold nib, iridium tip, and selling for some ridiculously low figure, you will know that "things are not always as they seem" and truly "there's a difference."

For instance, a nib might be made with 14K gold, might be tipped with some sort of iridium and yet be a long way from the superior nib which goes into Carter's fountain pens. The only way a perfect pen point can be made is by hand. It must be scientifically tipped with an alloy of hard iridium. Soft iridium is sometimes used. It is not always fused to the pen point as it should be. Sometimes 14K gold is used with a certain amount of iridium but because it is made with more speed than care, it lacks the proper shape, the proper temper and the proper wearing quality in actual use.

OSMIRIDIUM

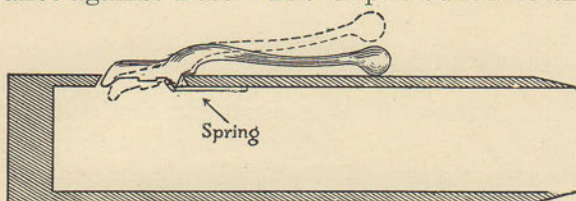
Now comes the new Carter pen with its osmiridium-tipped point. Osmiridium is a combination of the highest grade iridium and a rare metal known as osmium. It gives just the right hardness and temper and unites with the gold nib in a manner impossible to the soft iridium used for cheap pens. This makes the finest pen point known, but on account of the cost for material and for expert workmanship required, it can only be used in the highest grade pens.

After all the other good points of a pen are considered, the real test of a good fountain pen is in the pen point. If the proper amount of osmiridium has not been assembled in exactly proper chemical proportions, if it has not been fused properly to the gold, and if the pen point has not been properly set by an expert pen setter, then all the advertising talk about gold and iridium means very little to the fountain pen user.



THE ROCKER SPRING CLIP

This exclusive Carter Pen feature is an effective insurance against Loss. The Clip is built into the barrel, operates simply with one hand, does not tear the pocket. It is "the clip with a grip."



WHY A PEN SHOULD BE CLEANED

You will notice in examining most fountain pens and particularly the Carter pen, that each side of the feed under the gold nib is cut into a series of small pockets. Any surplus accumulation of ink at the pen point is drawn by capillary attraction into these pockets. This divides the weight of the ink and guards against the possibility of flooding or dropping.

These little pockets tend in use to fill up by collecting particles of dust, dried ink, lint from blotters, etc. This increases the likelihood of flooding and of dirt at the pen point so that frequent cleaning of the pen is required in fairness to both the pen and the ink.

WHY A PEN FLOODS

In general a fountain pen tends to flood when the sac is nearly empty, just as the contents of a bottle pours more freely toward the end, as the air pressure changes. Increased freedom of flow is usually a reminder that your pen needs filling. And of course, flooding is apt to result in a flexible pen, mis-fitted to a slow or heavy-handed writer.

AVOID MIXING INKS

Very frequently a fountain pen or a particular ink is blamed for a condition that is just plain "pen colic". Once in a while two inks of entirely different chemical nature are mixed in a fountain pen with the result that there is a breaking up of the color, a deposit of sediment, and a watery condition of the ink. There is a case of real indigestion. The pen refuses to function normally.

The only way to be sure of good results is to avoid mixing inks. Be sure that the fountain pen is thoroughly cleaned before a different type of ink is used.

SERVICE DEPARTMENT

When you are selling Carter pens and pencils, don't forget their quality, their beauty, their simple completeness, and the sales assistance that goes with them. Don't forget that The Carter's Ink Company maintains a Service Department which is particularly interested in your individual sales efforts. This department is established to help you solve sales problems, or answer any questions that you may care to raise in regard to Carter pens and pencils.

You will probably hear from the Service Department from time to time. You are free to use it, to call on it for help. Any problem that you care to present, in regard to pens and pencils, whether it is a sales problem or not, will receive the most careful consideration.

THE CARTER'S INK COMPANY.



Call for *The*
CARTER
PEN

*with the
Osmiridium
Point and the
Carter Rocker
Spring Clip*

\$2.50
to
\$7.00

*You know
the INK*



*a good writer
-that's the point*

INK COUNTER POINTERS

There are three classes of both writing and copying inks

Logwood — Aniline — Iron-gall.

LOGWOOD INKS. Chips from the logwood tree of Jamaica are steeped like tea, and the coloring matter in the wood thus extracted. These inks are not absolutely permanent. Used chiefly in schools and for some home uses. The following belong to this class:

WRITING INX. Carter's Black Letter.

COPYING INX. Carter's French R. R. (10-75 copies).

ANILINE INKS. Aniline is a colorless, oily substance derived in a complicated way from coal. By combining other chemicals with aniline a variety of colors may be produced. Practically all colored inks are of the aniline class. These are not permanent. The following belong to this class:

WRITING INX. Carter's Koal Black, Carter's Carmine Red, Carter's Blue, Carter's Colored Fountain Pen Inx.

COPYING INX. Carter's Crimson, Carter's Violet, Carter's Green.

IRON-GALL INKS. Iron-gall inks are formed by the chemical combination of tannin extracted from gall nuts and copperas (an iron salt). This forms a practically colorless liquid which becomes an intense and ineffaceable black after being acted on by the oxygen of the air. Blue is given it as an initial color, that the writings may be seen when written, but the black soon supersedes the blue—hence the term "blue-black."

The gall nut is formed by an insect boring into the small twigs of oak trees in Syria and laying eggs in the wound. The egg grows with the gall and is soon converted into a larva which feeds on the surrounding vegetable matter and forms a cavity in the centre of the lump. The best nuts for ink making are those that are picked when fully ripe, but before the fly has bored its way out, as these contain the largest amount of tannin. These inks are absolutely permanent. The following belong to this class:

WRITING INX. Carter's Pencraft, Carter's Writing Fluid, Carter's Fountain Pen Fluid, Carter's American Court House, Carter's Record.

COPYING INX. Carter's Combined Writing & Copying (1-3 copies), Carter's Extra Heavy Copying.

Remember:

That trouble in copying almost always comes from poor tissue, faulty adjustment of moisture or pressure, from blotting the ink before dry, or from the effect of summer humidity on the paper.

That only an iron-gall writing ink should be used on ledgers and all important records.

That all iron-gall inks necessarily corrode steel pens; but that much less trouble comes from real "corrosion" than from "gumming."

That "corrosion" eats away the steel, which makes the pen scratchy; while "gumming" coats the pen with dried ink and dust, thickens the point and spoils the flow.

That both "corrosion" and "gumming" can be avoided by regularly wiping the pen and frequently cleaning all open ink wells.

That open ink wells, by allowing evaporation and collecting dust (and then being refilled without cleaning) are responsible at bottom for nine-tenths of the trouble with inks.

We will gladly take up with you any complaints or difficulties not apparently explained by the above suggestions.

THE CARTER'S INK COMPANY

BOSTON, MASS.

NEW YORK

MONTREAL

CHICAGO

(OVER)